



Festival of Lights Sponsorship and Business Opportunities

The Annual Festival of Lights attracts thousands of visitors a year and offers an opportunity to showcase Riverside. With visitors coming from not only Riverside but surrounding Southern California communities, the event creates an opportunity for our local businesses. This year we are celebrating the 20th Anniversary and adding new activities including an Artisans Collective. You can be part of the excitement and grow your business. Several sponsorship and advertisement packages are available. If you do not see a package that is suitable for your business, we can also customize a package that may better serve your business needs.

Platinum \$35,000

- Stage Banner with Business Name & Logo for duration of event
- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers
- One Night Ice Rink Sponsor
- One Night Artist Collective Sponsor
- Recognition during Switch-On Ceremony
- Two Dasher Board Business Name & Logo for duration of event
- Honored Guest at Festival of Lights Reception for 10 people
- Private Party at Ice Rink
- Business Logo on Directional Map

Gold \$20,000

- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers
- One Night Ice Rink Sponsor
- Recognition during Switch-On Ceremony
- One Dasher Board Business Name & Logo for duration of event
- Honored Guest at Festival of Lights Reception for 8 people

Silver \$10,000

- Business Name & Logo on all marketing materials including: radio, television, press releases, website, print ads, posters & flyers
- One Night Artist Collective Sponsor
- Recognition during Switch-On Ceremony
- One Dasher Board Business Name & Logo for duration of event
- Honored Guest at Festival of Lights Reception for 5 people

Civic Plaza Stage Sponsorship \$2,500/week

Feature your business on the Civic Plaza Entertainment Stage Banner with your Business Name and Logo. Daily performances will include professional and community groups. Performances are scheduled daily from 5:00 pm to 10:00 pm. Saturday and Sunday hours are 2:00 pm – 10:00 pm. Banner is available for the duration of the event or weekly rate and includes stage mentions during performance. Not only is your business name going to be displayed on stage, but regular announcements of sponsors will be made throughout the performance.

Ice Rink Sponsor
Monday – Thursday \$4,500/day
Friday – Sunday \$5,000/day

The Ice Rink is one of the most popular attractions of Festival of Lights as it offers a unique experience of ice skating outdoors in Southern California with a backdrop of the Mission Inn Hotel & Spa and over three million twinkling lights.

Sponsorship Opportunities Include:

- Official Sponsor skate night
- 10x10 Resource Booth for your business for one night. Share information about your service or product with Festival of Lights visitors.
- Your marketing piece will be distributed to each skater at the ice rink box.

Artisans Collective Sponsor
\$500/day

A new addition this year to the Festival of Lights is the Artisans Collective. The ARTISANS COLLECTIVE is an innovative arts market where the community may purchase original art from local artists, hear local musicians and participate in free public arts workshops.

The ARTISANS COLLECTIVE will be held from 5-10pm Thursday through Sunday, beginning on Thursday, November 29, 2012 and ending on Saturday, January 5, 2013.

Sponsorship Opportunities Include:

- 10x10 Resource Booth for your business for one night. Share information about your service or product with Festival of Lights visitors.

Festival of Lights Photo Spot
Sponsorship Levels Vary

Commemorate the 20th Anniversary of Festival of Lights and make it a memory that lasts forever by taking your personal photo in front of a festive backdrop. The Photo Spot will include festive backdrops for you and your friends and family to take a picture.

If you are a community group, business or an individual looking for an opportunity to be a sponsor for the event various levels of sponsorship are available and your group, business or individual name will be included on the panel located next to the Photo Spot.

Ice Rink Dasher Board Advertisement Opportunities

Over 11,000 skaters are anticipated and thousand more onlookers. Highly visible advertising space is available on the ice rink dasher board to market your business.

Advertising space is 6' and includes full color logo. \$1,500

If you are interested in participating as a sponsor and do not see a sponsorship level which adequately suits your needs, please do not hesitate to contact us. We are more than happy to customize a sponsorship that will best suit your business.

***For more information please contact Gema Ramirez in the Arts and Cultural Affairs Division
at (951) 826-5663 or via email at ggramirez@riversideca.gov.***